

Sharing these top tips from members of PHCC's Quality Service Contractors and Construction Contractors Alliance.

Let's learn from each other!

- Pay Per Click and Advertising Cost – if you can't run the calls review your marketing expenditures. Don't continue to pay for advertising to get calls you cannot run. Maybe market for Drain Cleaning Services. Cash is KING – more people will be home and with all the recent toilet paper purchases, drain calls and blockages will increase.
 - You may consider minimizing marketing expenditures that are not emergency driven.
 - Focus on emergency services.
 - Encourage COD services to help with cash flow.
 - Focus on organic marketing efforts, reviews.
 - Do not arbitrarily reduce marketing.
- If call count is down, consider staggering non-essential personnel hours. To help manage cash flow, make sure you are managing productive hours. If cash flow is not an issue, take advantage of this lull in business to clean your shop, update your software, employ new processes and to prepare for seasonality. Have daily meetings to ensure systems and protocols are being followed. It's a great time to ensure state and federal laws are being followed and your QSC practices are in place.
- Prioritize work that will produce immediate revenue and minimize accounts receivable.
- Hold off on all capital expenditures unless it affects your ability to perform.
- Verify insurance payments and policies remain current at all times.
- Manage dispatch to capitalize on calls and profit margins. Hold daily productivity and efficiency huddles.

If cash flow is an issue:

- **SAVE CASH!** Consider postponing capital payments.
- If you are in a cash crunch, partial pay supply houses – they charge interest but you keep the account open while preserving cash.
- Consider calling 35 - 45 days A/R first before chasing older A/R. Consider waiving fee on older accounts if paid immediately. Offer discounts if paid within 30 days.
- Review all accounts payable to ensure they are essential. Delay non-essential payments. If cash becomes a crisis, consider paying bills with credit cards.

Additional Input:

- For employers with 10 or more workers, a log must be kept for illnesses that require medical treatment beyond first aid or keeps a worker away from work for at least one day. In recent guidance issued, the COVID-19 Coronavirus is considered an infectious disease such as Tuberculosis or Hepatitis A.
- Keep people out of the office when possible but stay connected by having a "Zoom" meeting every morning with the team and keeping them informed, motivated and optimistic about the company's outlook. Over-communicate at this time!

- Stock each truck with wipes and gloves and have created a system to keep transfer of any items between departments safe/limited.
- Have field crew not enter the office of the dispatch/csr team, but to speak with them at a 6' distance from the door.

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